



# **Presentation to Joint Legislative Committee on Economic Development and Global Engagement**

## **March 6, 2014**

Sharlini Sankaran, Executive Director  
[sharlini@reachnc.org](mailto:sharlini@reachnc.org); (919) 445-9634

 @reachnchub

# How do you find and connect to an expert within North Carolina?

*“For years, the cycle from the call to the connection took a number of phone calls to deans, department chairs, professors and administration to ascertain the best match for the inquirer. These calls could span over several days to find the right expert...”*

- Ruthann Cage,  
Economic Developer, East Carolina University

# The Solution: REACH NC

- A searchable statewide portal that allows North Carolina to tap into its vast pool of experts and resources.
- Allows those inside and outside academic institutions to access researcher expertise and assets easily.
- Makes visible over 9000 researcher profiles from 19 North Carolina higher education and research institutions.

**[REACH NC short video](#)**

# A partnership of universities, non-profits & economic development agencies

**NC STATE UNIVERSITY**



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

**Duke**  
UNIVERSITY



**Golden LEAF**  
FOUNDATION

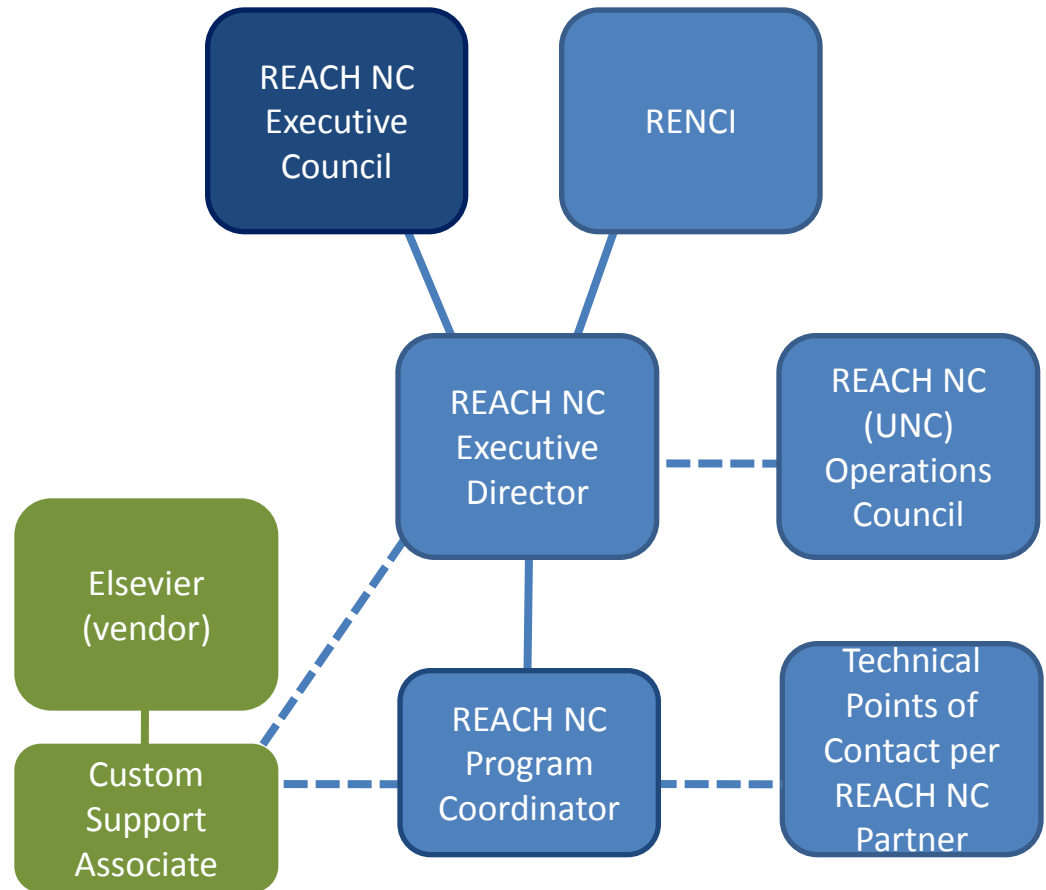


**RTI**  
INTERNATIONAL



# REACH NC Organizational structure

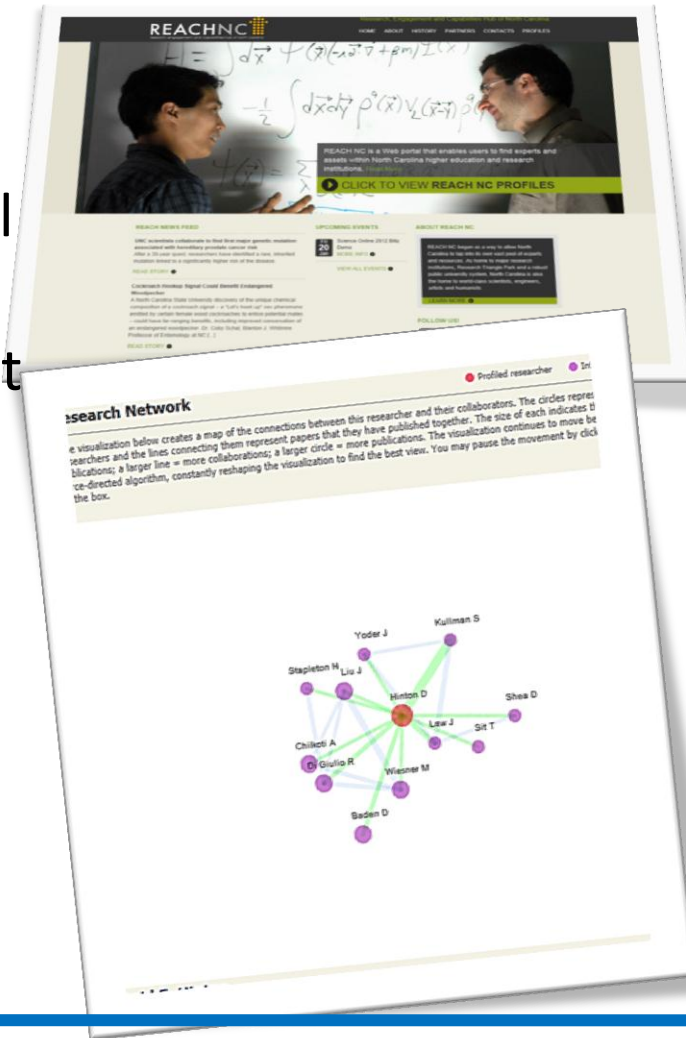
- **Internal (UNC) Operations Council:** advise on technical and implementation-related issues.
- **Executive Council:** advise on sustainability and long-term strategy for growth.



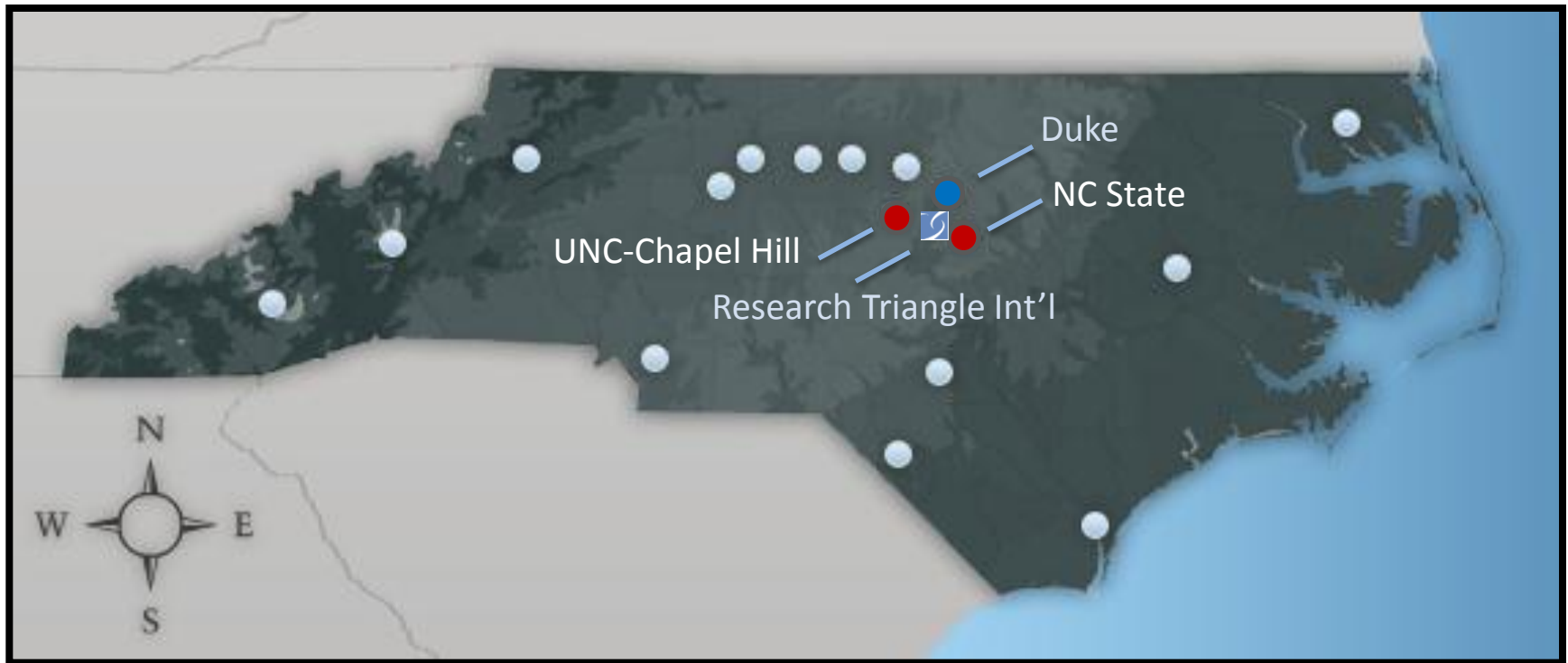
# KEY GOALS

to serve the citizens of North Carolina and those interested in doing business in North Carolina by offering an unprecedented level of useful information on university and research institution capacities in an efficient and sustainable manner. This will have the end goals of:

- Increasing **transparency** and **visibility** of research expertise across North Carolina.
- Enabling more **efficient** and **effective** location of experts for collaborative opportunities.



# Phased Development of REACH NC



● Phase I –  
May 2011

○ Phase II –  
Jan 2012

● □ Phase III -  
Jun 2012

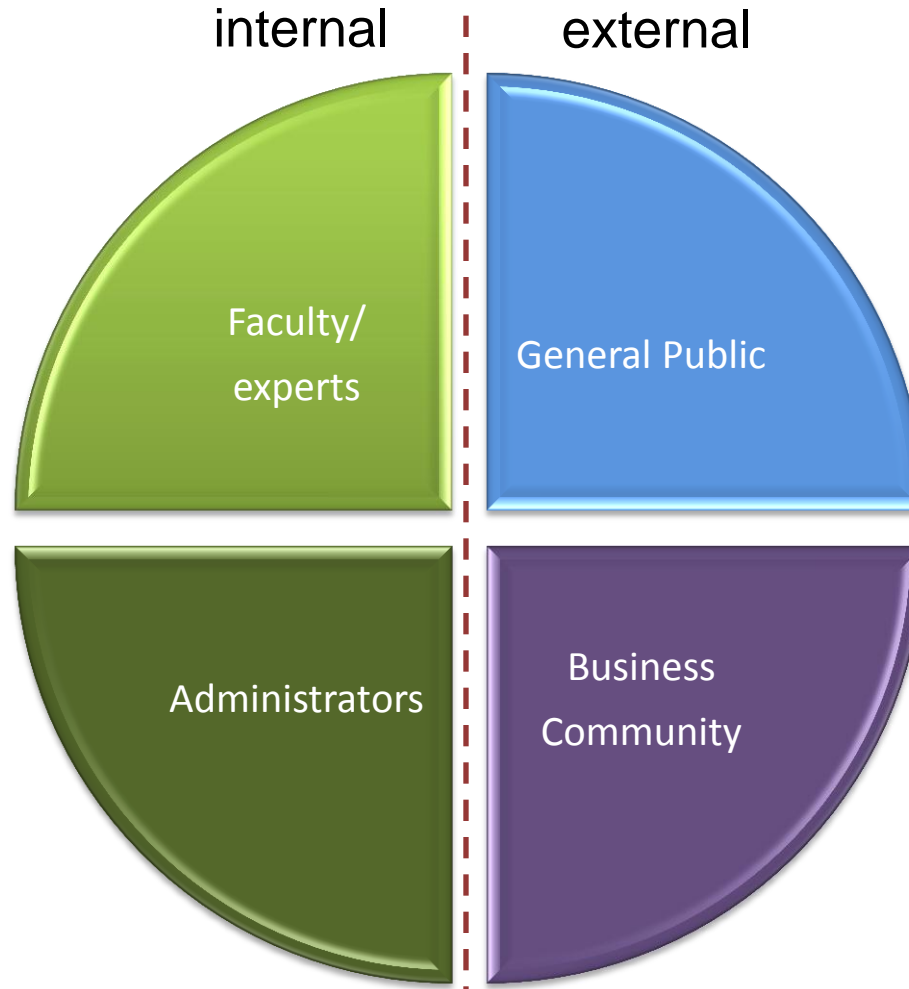
# Demo

[www.reachnc.org](http://www.reachnc.org)





# Four main audiences of REACH NC



# Internal



- Helping researchers identify new collaborators outside their existing network.
- Aggregating faculty activity information for internal and external reports.
- Identifying faculty eligible for internally- and externally-funded awards.
- Identifying subject matter experts to speak at events.
- Finding internal experts to review and select proposals for limited funding opportunities.

**“Working with Army special ops experts and Army Research Office to understand technical challenges at hand, I used REACH to find experts within UNC who could help solve the problem.”**

**– Kathie Sidner, UNC General Administration**

## External

- Identifying collaborators and consultants for external partners such as private businesses.
- Accessing expert reviewers, speakers, and advisors for nonprofit organizations and foundations.
- Highlighting NC's expertise and capacity for economic development purposes.
- Answering public inquiries about past publications and research.



**We had a very specific workforce need from a vaccine manufacturer looking to expand operations in North Carolina. I was able to use REACH NC to quickly and effectively demonstrate the breadth of research expertise we have in this state.**

**– Sharon Decker, Secretary, NC Department of Commerce**

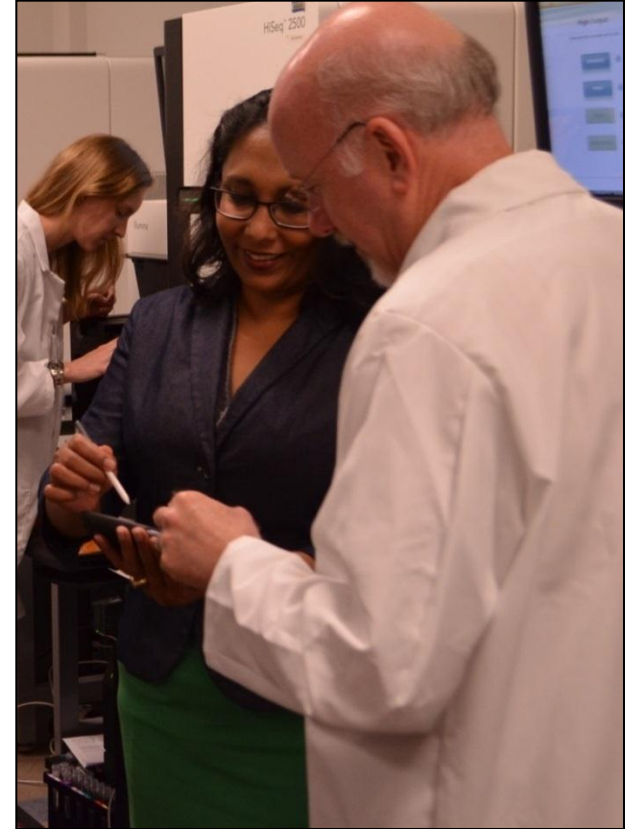
# A few accomplishments:

- Won the 2013 University Economic Developers Association (UEDA) national Award of Excellence in Leadership & Collaboration.
- Provided key data, assistance, and resources in UNC's successful \$54.6 million NIH Clinical and Translational Science Award (CTSA).
- Partnered to obtain \$1.5 million NSF Big Data grant, "Databridge", a collaborative effort of UNC Chapel Hill, RENCi, Harvard, and NC A&T.
- Successfully matched experts to several economic development projects – including biotechnology, healthcare, military/defense, engineering, and energy projects.



# Impact and next steps

- Over the past 12 months, more than 208,000 unique visitors accessed the site.
- ~ 1000 hits/ day; About 20% of visitors are core group of return visitors.
- An external evaluation\* finds that REACH NC has met the short-term outcome of increased awareness of university expertise among other university, business/industry, and community stakeholders in and outside of NC.
- Expanding to include additional profiles, resource finder tool in mid-2014.



# Thank you

Sharlini Sankaran, Ph.D.

Executive Director

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[sharlini@reachnc.org](mailto:sharlini@reachnc.org)

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